

What is claimed is:

1. A method for transmitting data via a radio transmitter, wherein the data include at least one Internet address.
2. The method as defined in Claim 1, wherein the at least one Internet address is transmitted as part of a data signal transmitted alongside a program content.
3. The method as defined in Claim 2, wherein the at least one Internet address is transmitted as part of a data signal transmitted according to the Radio Data System (RDS) standard or the SWIFT/DARC standard.
4. The method as defined in Claim 2, wherein the at least one Internet address is transmitted within a Videotext signal.
5. The method as defined in Claim 1, wherein the at least one Internet address is transmitted within a radio signal according to a standard for digital terrestrial or satellite radio, in particular according to the Digital Audio Broadcasting (DAB) standard or the Digital Satellite Radio (DSR) standard.
6. A method for receiving data broadcast by a radio transmitter, wherein the data include at least one Internet address.
7. The method as defined in Claim 6, wherein the at least one Internet address is transmitted as part of a data signal transmitted alongside a program content, in particular according to the Radio Data System (RDS) standard, the SWIFT/DARC standard, or the Videotext standard.
8. The method as defined in Claim 6, wherein the at least one Internet address is transmitted

within a radio signal according to a standard for digital terrestrial or satellite radio, in particular according to the Digital Audio Broadcasting (DAB) standard or the Digital Satellite Radio (DSR) standard.

9. The method as defined in one of Claims 6 through 8, wherein the at least one Internet address is isolated within a radio receiver suitable for reception of the broadcast data.
10. The method as defined in one of Claims 6 through 9, wherein at least one of the at least one addresses is automatically selected via a communication interface (6), in particular a radio interface.
11. The method as defined in Claim 10, wherein data available at the or a selected Internet address are retrieved via the communication interface.
12. The method as defined in Claim 11, wherein data transmitted via the communication interface are outputted optically or acoustically via the radio receiver or a separate output unit.
13. The method as defined in Claim 11, wherein data transmitted via the communication interface are used to control the radio receiver or other components connected to the radio receiver or directly to the communication interface.
14. A radio receiver, characterized by a recognition circuit (24) for the isolation of Internet addresses from received data transmitted by radio.
15. The radio receiver as defined in Claim 14, characterized by a communication interface (6), in particular a radio interface, for selection of an Internet address isolated from received data.

16. The radio receiver as defined in Claim 15,
characterized by an evaluation system (250) for data
retrieved via the communication interface (6) from a
selected Internet address.
17. The radio receiver as defined in Claim 16,
characterized by configuration of the evaluation system
(250) for the generation of control signals on the basis
of data retrieved from the selected Internet address, in
order to control the radio receiver (2) or components
connected to the communication interface (6).
18. A method for controlling a radio receiver or a device
connected to the radio receiver by data received by the
radio receiver,
wherein
the data include at least one Internet address;
the at least one Internet address is formulated as a
query for specific data made available by a provider; and
the radio receiver or the device connected to the radio
receiver is controlled as a function of data queried via
a communication interface in accordance with the at least
one received Internet address.